

# ALCOHOL WAREHOUSE

## WAREHOUSE VISIT MYSTERY SHOP

# INSTRUCTIONS

## QUESTIONNAIRE

You will visit the retail storefront at a warehouse location and attempt to purchase alcohol. You will evaluate the ease of finding the storefront, signage present, and if the associate asks for ID. Bring a debit or credit card with you—no other payment methods will be accepted. You do not need to be an Amazon Prime member.

### Before You Begin

- Review your shop confirmation
- Know your assigned location and timeframe
- Ensure your ID is valid—must be 21+
- Review purchase requirements
- Review photo requirements

### Don't Forget!

- Look for signage & the help buzzer
- Ask a manager if you can't find the storefront or if told alcohol purchases aren't allowed
- Pay with a debit or credit card
- Take all required photos



## General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- If you are able to make a purchase, upload an itemized receipt/screenshot with your report.
- Take a selfie photo for shop validation (this is part of your “receipt”).
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Amazon.
- Children or any guests under 21 are not allowed to accompany you on this shop. If you bring any guests, they must be 21+ and have valid ID.
- Pets are not allowed to accompany you on this shop.
- You must wear closed-toed shoes for this shop.
- You do not need to be an Amazon Prime member to complete this shop.

- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



## Shop Instructions

### Step #1: Locate the warehouse retail storefront.

- Arrive at least 15 minutes before the end of your assigned timeframe. If you do not have an assigned timeframe, look online to verify the store hours in advance, and arrive at least 1 hour before closing.
- Your assigned location may be a warehouse or package pickup hub. Look for signs directing you to the retail storefront.
- Review the example photos provided above to see what the store entrance at your assigned location looks like.
- Look for the main entrance to the site, which may be in the front, back, or side of the building. The main entrance will typically have signage that says "Customer Entrance" and include the storefront's operating hours, for example:



- If you can't find the retail storefront on your own, ask an associate where the retail store is to purchase alcohol.
- If the associate you ask is unfamiliar with the retail storefront or how to purchase alcohol, you must ask for a manager using the following language:
  - "Are you an Amazon employee? Can I speak to an Amazon manager?"
  - Once you find a manager, say, "Hello, I'm looking to purchase alcohol here."
  - Thoroughly document the response of all associates in your survey form.
- If you find the storefront (on your own or with assistance), but are then told alcohol is not available for a walk-in purchase, follow the steps above for asking to speak to an Amazon manager.
- Document all associates you interact with during this shop, especially anyone you ask for help and the associate who completes your transaction. If you can't obtain a name, include a thorough description in your narrative.

### Step #2: Attempt to purchase at least one alcoholic item.

- If no associates are present in the retail storefront area, look for the buzzer to press for assistance. It will most likely be red and/or have signage indicating to press for assistance with the retail storefront logo to purchase alcohol visible.

- Press the buzzer to request assistance if no associates are immediately available in the area. If you press the buzzer, document how long it takes before someone comes to help, who comes to help, and what words are exchanged during this interaction.
- Indicate to the associate that you are looking to purchase alcohol (beer, wine, or spirits). Remember to ask for a manager following the steps above, if you are initially told that walk-in alcohol purchases are not available.
- If given a point-of-sale device, take note of the selection that is provided on that device.
- Make your alcohol selection and proceed with the purchase. Document how long the transaction takes.
- Only debit or credit cards will be accepted for payment.
- Evaluate if the associate asks for ID. Provide your valid driver's license if asked.
- **If you are told you cannot purchase alcohol as a walk-in at any time, by any employee, you must ask for an Amazon manager. If you are already speaking to someone that you think is the manager, you must clarify in a casual way that they are in fact the Amazon manager.**
  - For example: "Is there a manager who can help me, or are you the Amazon manager?"
- If you are unable to complete the transaction for any reason, provide substantial details in your survey narrative to explain what occurred, what issues you encountered, and which employees (names and descriptions) you interacted with.

### Step #3: Take signage photos.

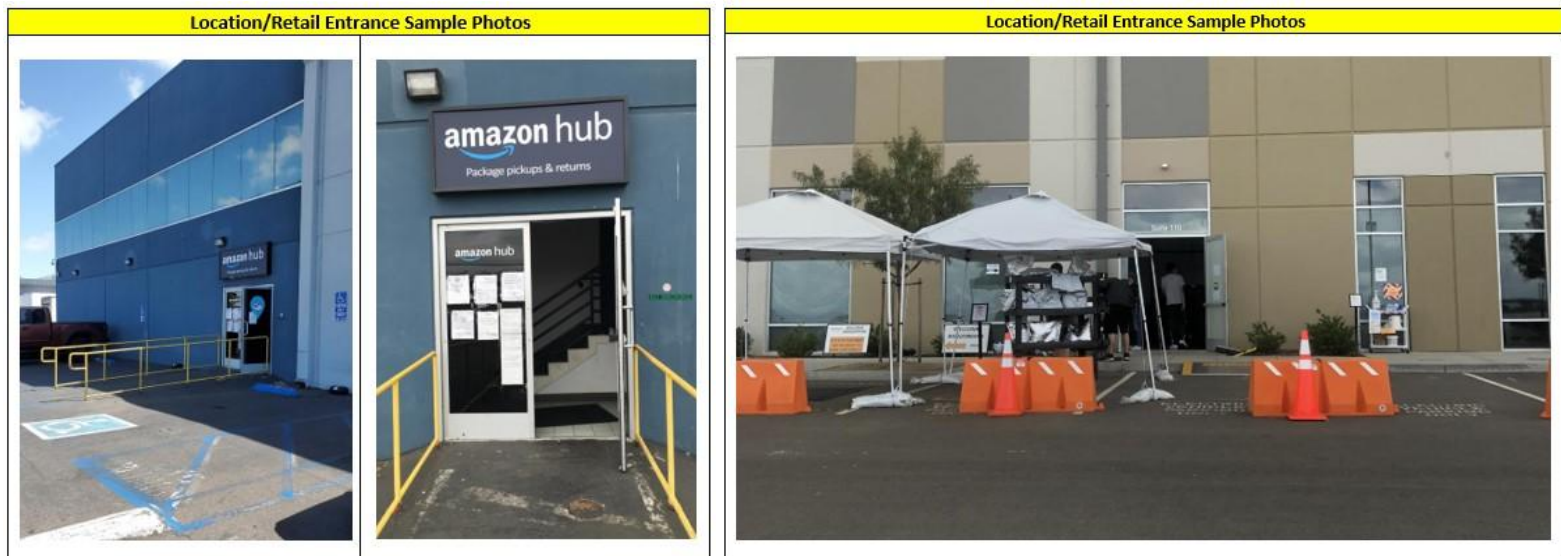
- Take photos of various signage throughout your shop—review photo requirements below.



## Photo & Receipt Requirements



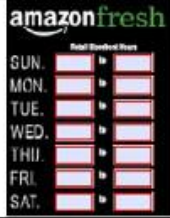


### LOCATION STOREFRONT:

- Take at least one (1) photo of the front of the location.
- Take photos that show the building exterior, front door, and retail storefront entrance.
- The below sample photos are examples of what the storefront could look like and not necessarily reflective of your assigned location. Click [HERE](#) for a list of addresses and to see what your specific assigned location storefront looks like.



**SIGNAGE:**

- Take close-up, readable photos.
- Signage will vary at different locations. Look for the following signs at ALL LOCATIONS:
  - Retail storefront signage
  - Signage directing you to the storefront
  - Storefront hours of operation
  - Liquor license
- ALSO look for the following signs at locations in CA, OH, AZ, and NC:
  - Alcohol Warning sign (CA)
  - Prop 65 notice (CA)
  - No smoking, loitering, or public drinking notice (CA and location UCA5 only)
  - Under 21 warning sign (OH)
  - Under 18 warning sign (OH)
  - Fetal alcohol warning sign (AZ)
  - Exterior Prime Now/Fresh branding (NC)

SIGNAGE PHOTO EXAMPLES	
Retail Storefront Signage	 <p>amazonfresh Retail Storefront <b>ENTRANCE</b></p>
Retail Storefront Signage	 <p>amazonfresh ← Retail Storefront <b>THIS WAY</b></p>
Storefront Hours of Operation	 <p>amazonfresh Retail Storefront Hours SUN. [ ] [ ] [ ] [ ] MON. [ ] [ ] [ ] [ ] TUE. [ ] [ ] [ ] [ ] WED. [ ] [ ] [ ] [ ] THU. [ ] [ ] [ ] [ ] FRI. [ ] [ ] [ ] [ ] SAT. [ ] [ ] [ ] [ ]</p>
Prop 65 Notice (CA Only)	 <p><b>WARNING:</b> Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk and, during pregnancy, can cause birth defects. For more information go to <a href="http://www.P65Warnings.ca.gov/alcohol">www.P65Warnings.ca.gov/alcohol</a>.</p>
No smoking, loitering, or public drinking (CA and UCA5 Only)	 <p><b>NO</b> LOITERING SMOKING PUBLIC DRINKING IS ALLOWED ON THIS SITE</p>

SIGNAGE PHOTO EXAMPLES	
Under 21 warning (OH Only)	
Under 18 warning (OH Only)	
Fetal alcohol warning sign (AZ Only)	

**LOCATION EXTERIOR SELFIE:**

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from the regular location storefront photo or any other exterior signage photos that you will upload in your survey.
- You should NOT be in the regular location storefront/exterior photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

**ITEMIZED RECEIPT:**

- Ask for an itemized receipt if the associate does not give you one. If you are unable to get a printed receipt (i.e., associate says your receipt will be emailed), upload a screenshot of your receipt.
- If you get a printed receipt, write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**

 **QUESTIONNAIRE**

**Shop date:**

**Start time:**

**End time:**

### Alcohol Warehouse

**1. Can you find the storefront?**

*Your assigned location may be a warehouse or package pickup hub. The entrance to the storefront may be in the front, back, or side of the building.*

Yes

No

**2. Did you see any signs directing you to the storefront?**

*Look for signs directing you to the retail storefront.*

Yes

No

**3. Did you need to ask anyone for help?**

*Only select Yes if you ended up at the wrong door and needed to ask for help, or if you asked where the storefront was located somewhere else on the property. If you found the correct storefront door on your own, select No.*

Yes

No

**4. If so, who and what did they say?**

*Include the name and description of the associate you asked for help. Include their title if known (e.g., manager, stocker, driver, etc.). Include the details of what you asked and exactly what you were told.*

**5. How much time did you need to locate the storefront?**

*Format response as mm:ss (e.g., 15:00 for 15 minutes).*

**6. Were storefront hours of operation posted?**

Yes

No

**7. Was the liquor license posted/visible?**

Yes

No

**8. Did you have any interaction with anyone prior to finding the storefront?**

*Select Yes if you needed to ask for help to locate the storefront. Select No if you did not need to ask for help to locate the storefront.*

Yes

No

**9. Did you use the buzzer "press here for assistance"?**

*The buzzer will most likely be red and/or have signage indicating to press for assistance with the retail storefront logo to purchase alcohol visible.*

Yes

No

**10. If you pressed the buzzer, how long (in minutes) did it take for someone to help you?**

*Format response as mm:ss (e.g., 05:00 for 5 minutes).*

**11. If you pressed the buzzer, who was it that helped you?**

*Include the associate's name, title, and description (e.g., John, manager, short brown hair, glasses, mid-30s, 5'10").*

**12. Did you take a photo of the front of your assigned location?**

*Select Yes and upload your storefront photos. The photos should show the outside of the building and the retail storefront. Do NOT upload your selfie photo in this space. You should not be in the photos uploaded in this space.*

Yes

No

**13. Did they check your ID?**

Yes

No

**14. Associate made a visible attempt to check that you were the person on the ID**

Yes. The associate looked at the ID and then looked at me.

No. The associate clearly did not look at the ID and/or did not look at me (for example, the ID was always upside down).

**15. Were you shown the available selection on the point-of-sale device?**

Yes

No

**16. What was the extent of the selection you were shown on the point-of-sale device?****17. What is your age (in years)?**

*Format response as a whole number (e.g., "25" not "25 years old")*

**18. Did you see the selection on the Prime Now website/app?**

Yes

No

**19. Were you able to complete the transaction?**

Yes

No

**20. How long did the transaction take?**

*Format response as mm:ss (e.g., 02:00 for 2 minutes).*

**21. Did you take photos of all signage present at your assigned location?**

*Select Yes and upload your signage photos. Your photos should show signage such as hours of operation, liquor license, age limits, etc.*

**22. Did the package have a label that said: "CONTAINS ALCOHOLIC BEVERAGES; AGE VERIFICATION REQUIRED"?**

*Select No if you were unable to make a purchase.*

Yes

No

**23. Alcohol Warehouse Supporting Narrative:**

*Explain the responses you selected for the Alcohol Warehouse questions. Be sure to explain ALL responses of less than full point value. If you were unable to make a purchase, explain in detail who you spoke to, what you asked, and exactly what you were told. You must write at least 2-4 sentences and enter between 150 and 2000 characters.*

**24. Overall Pass/Fail**

*Select Pass if the associate asks for ID, looks at your ID to check that you are the person on the ID, and you are able to complete the transaction. Select Fail if the associate does not ask for ID, asks for ID but does not look at it to check that you are the person on the ID, or if you are unable to complete the transaction for any reason (e.g., you are told by a manager that alcohol purchases aren't allowed).*

Pass

Fail

**California Specific****25. Was there an alcohol warning sign?**

Yes

No

N/A - not a California location

**26. Was there a Prop 65 notice?**

Yes

No

N/A - not a California location

**27. Was there a no smoking/loitering/public drinking notice (UCA5 only)?**

Yes

No

N/A - not California location UCA5

**Ohio Specific****28. Was there an under 21 warning sign?**

Yes

No

N/A - not an Ohio location

**29. Was there an under 18 warning sign?**

Yes

No

N/A - not an Ohio location

**Arizona Specific****30. Was there a fetal alcohol warning sign?**

Yes

No

N/A - not an Arizona location



## North Carolina Specific

**31. Was there an exterior sign with Prime Now/Fresh branding?**

Yes

No

N/A - not a North Carolina location

## Shop Validation

**32. Do you have a receipt?**

*If you made a purchase, select Yes and upload your receipt.*

Yes

No

**33. If you do not have a receipt, explain why:**

*Enter N/A if you uploaded your receipt.*

**34. Did you take a location exterior selfie photo?**

*Select Yes and upload your location exterior selfie.*

Yes

No

**35. If you do not have a location exterior selfie photo, explain why:**

*Enter N/A if you uploaded your selfie.*

END OF QUESTIONNAIRE